

AUTOMOBILE NEWS FROM THE WORLD-WIDE FIELD

Harry A. Lozier, Who Retired in 1912 From the Lozier Company, Heads New Organization.

BRISCOE STARTS NEW BUILDING
Safety-First Federation Wants Chains on Motor Trucks Provided With Proper Guards—125 Freight Cars Carry Overlands to New York.

Harry A. Lozier, who has not been actively connected with the automobile industry since his retirement from the Lozier Motor Company in 1912, is about to enter the field again at the head of a new organization for the manufacture of motor cars.

That the motor industry is in the most prosperous stage in its history is indicated by the statement made by J. J. Cole, president of the Cole Motor Car Company, that the month of May broke all sales records of the Cole company since the inception of the concern. Forty per cent more cars were shipped during May than in any other month in the company's history.

Owing to the remarkable increase in business experienced by the F. B. Stearns Company, Cleveland, Ohio, makers of Stearns-Knight cars, the company was compelled to jump ahead of its plans, and broke ground this week for immediate erection of a five-story concrete factory building, fronting 175 feet on Euclid avenue, extending back seventy-five feet toward the Nickel Plate Railroad, which marks the northern line of the company's property. It will be completed about October 1.

After considering several favorable propositions to locate in other cities and towns in the automobile belt, the Briscoe Motor Company announces the consummation of plans by which the company will build extensive automobile factories on Wildwood Avenue, Jackson, Mich., and establish an industrial community west of the city. A two-story structure, 250 by 300 feet will be begun within thirty days and in addition to this there will be testing buildings, laboratories, office buildings and a half-mile testing track.

At a meeting of the traffic committee of the Safety-First Federation, held at Detroit, Friday, June 4, a number of recommendations looking toward uniform traffic laws throughout the country were made. One of them, at least, promises to have a marked effect on motor truck construction in this country. The recommendation in question is to the effect that an ordinance should be passed by cities of sufficient size to have traffic ordinances prohibiting the use of chain-driven motor trucks unless the chains are provided with proper guards.

What undoubtedly will prove to be the most sensational announcement of the year in automobile circles, is promised in the near future by Charles Y. Knight, inventor of the famous Knight motor. One of America's leading automobile manufacturers is about to produce a Knight motor car to sell at a figure below \$1,200, according to Mr. Knight.

What was probably the largest single shipment of automobiles ever made left the big Toledo factory of the Willys-Overland Company on Friday. The entire shipment, which had a total valuation considerably in excess of one-third of a million dollars, was consigned to Overland distributors for all over New York and the metropolitan district. The longest "through" freight train known in the history of railroading was required to carry the automobiles. It consisted of more than 125 freight cars and from end to end was more than a mile and a quarter in length. Two of the largest modern "Mogul" engines were used to haul the train.

As an indication of the great impetus all over the country in sales of automobiles, the Saxon Motor Company set a new record for shipments during the month of May. Reports show that in the month just closed the shipments of Saxon cars were more than triple the records of the same month last year. Not only was the showing greater than for the same period a year ago, but it is made known that the month of May was the largest in the history of the company.

While Secretary of the Navy Josephus Daniels was at Notre Dame University, to speak at the unveiling of a memorial to John Henry Shillington, one of the heroes who went down with the battleship Maine, he also visited the South Bend Y. M. C. A. a memorial gift

of the Studebakers, founders of the great automobile industry that bears their name. Speaking of his trip on returning to Washington, the secretary said: "I was greatly delighted to meet the elder Mr. Studebaker, and to have a visit at the Y. M. C. A., which is the largest and best equipped I have seen in America. It was a noble gift to South Bend, and I had opportunity to see that the advantages and accommodations offered by it are highly appreciated by the young men."

Secretary Daniels also inspected the gigantic plants of the Studebaker Corporation in South Bend, and indicated being pleased over the apparently flourishing situation in this large industrial center.

Automobile tourists can now proceed safely on practically all of the transcontinental highways from coast to coast, is the announcement just made by the Goodrich National Touring Bureau. The large mountain snows that have barricaded certain of the passes in the Western mountain ranges are now cleared, and hundreds of transcontinental tourists who were held up east of the ranges are now crossing same on their way to the Pacific Coast. The Goodrich National Touring Bureau has prepared complete route descriptions and transcontinental books covering all of the recommended lateral highways from coast to coast, which can be procured gratis from automobile clubs or through local garages.

FIRST TEN CARS IN 500-MILE RACE WELL TIRED

"Silvertown" Tires Were Bought and Paid For by the Drivers, and They Gave Good Results.

The important part that was played by Silvertown tires in the 500-mile Speedway race, Indianapolis, May 31, the greatest race on record, is shown by the following positions of the drivers at the finish, also the make of the car they drove is given:

First, De Palma, Mercedes; second, Resta, Peugeot; third, Anderson, Stutz; fourth, Cooper, Stutz; fifth, O'Donnell, Duessenberg; sixth, Burman, Peugeot; seventh, Wilcox, Stutz; eighth, Alley, Duessenberg; ninth, Carlson, Maxwell; tenth, Van Ralte, Sunbeam.

These and all the cars that finished, were equipped with Silvertown tires.

A leading race driver stated after the

big contest that 50 per cent of the credit for the fast time and general all-around efficiency was due to Silvertown tires, 25 per cent to the condition of the track and 25 per cent to increased motor efficiency.

All Silvertown tires in the race were bought and paid for by the drivers. No free tires or money prizes were offered. This record is without parallel in racing history. Never before have drivers indorsed a tire so unanimously as these drivers indorsed Silvertowns.

The spectators were actually disappointed and complained because of the lack of thrills due to ripping and throwing off tires, perilling drivers.

Carl Fisher, president of the Speedway, Indianapolis, stated: "Never in the history of automobile racing could a driver feel so safe, because of the wonderfully consistent performance and endurance of Silvertown tires. It was a great race and the greatest victory for Silvertown tires."

CYCLE CAR OPERATED BY WILLARD STORAGE BATTERY

Police had to take a hand to disperse the crowds that recently gathered around a novel car on the streets of Springfield and Holyoke, Mass. The attraction was a cycle car from which the gasoline engine had been removed, but which was, nevertheless, able to travel day after day at good speed. All the power was supplied by a Willard storage battery, through a Wagner starting motor, not only converting a gasoline into an electric starter, but also into perhaps the smallest self-starter in the country.

The demonstration of what a car could do without an engine if it were provided with a good storage battery and starting motor, was made by Mr. Engle, the Studebaker agent at Holyoke, Mass.

To make up for the great drop between the battery and the motor, due to the way in which the wiring was done, a second Willard battery was installed. Thereafter no trouble was experienced.

The car was driven every day for a week during the Holyoke automobile show, and then Webster Jones, of the W. H. and Webster Jones Company, distributor for the Willard Company in Boston, drove it to the Springfield show.

ONE EXCEPTION TO AN OLD ADAGE IS IN REO SALES

"There is one exception to the old adage, 'A man is not without honor save in his own country,' and the later version is 'An automobile is popular everywhere except in the city where it is made,'" says R. C. Rueschaw, sales manager of the Reo Motor Car Company. "If the fact that 25 per cent of the

Reo cars are driven away from the factory to points in Michigan and immediately adjoining States is any indication of popularity at home, then certainly Reo cars are an exception to that rule.

"Daily an average of thirty cars are driven away from the Reo factories. Buyers in Michigan, Indiana and Ohio and even Wisconsin and Illinois, almost invariably come to the factory and drive their cars home.

"We have many cases of cars being

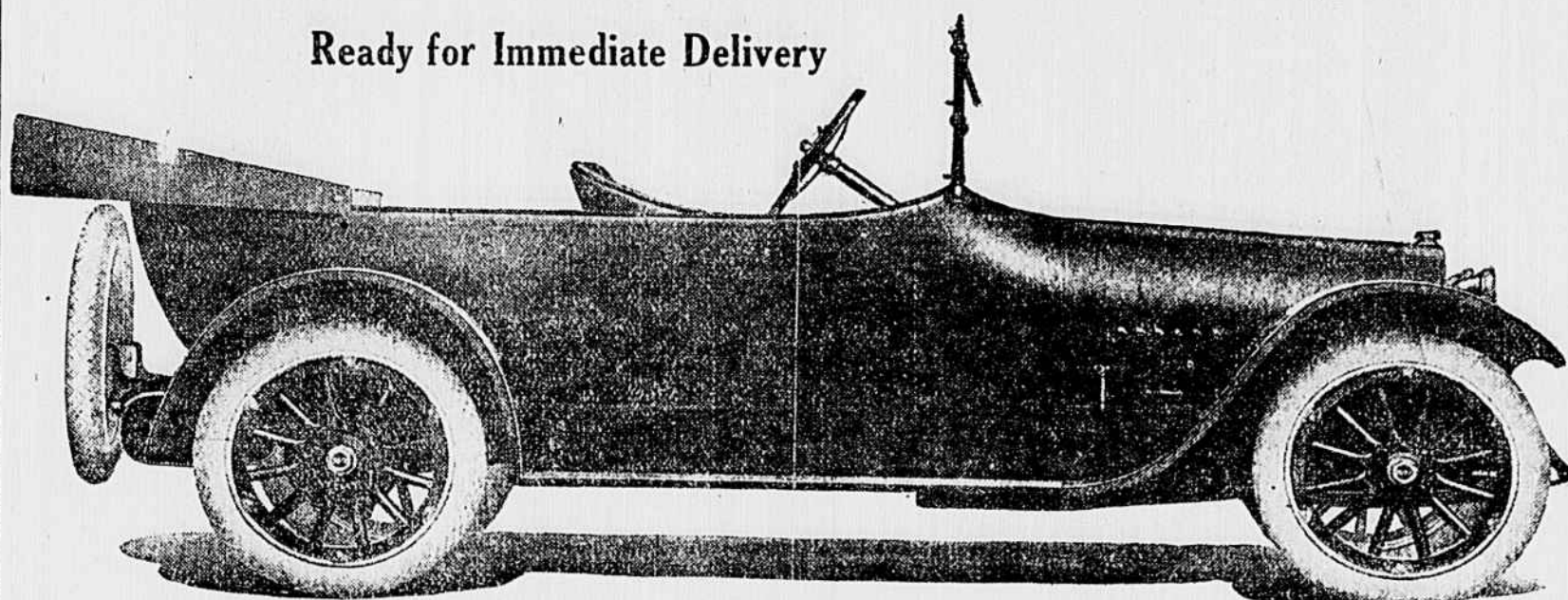
driven over much greater distance—some even to the Pacific Coast; and it is not unusual for a buyer living in Minneapolis, or Dallas, Texas, to come to the factory, see where and how his car has been built, taking as his first ride in it the long drive to his home.

"With the opening of the touring season this tendency increases and there is hardly a night that Lansing hotels are not full of families who, having wired ahead to make sure their cars will be ready, have come to the

factory to take them back. "Not only does this help to solve our shipping problems, but we find it valuable in other ways. For example, we like to have buyers come and see the factory and get a grasp of the magnitude and the accuracy of the operations and the care with which we inspect and test Reos, and above all, to get acquainted with us Reo folk. Almost invariably such visits are followed by other visits from friends of such buyers."

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BUICK VALVE-IN-HEAD SIX-CYLINDER TOURING MODEL D-45. Price, Completely Equipped, f. o. b. Flint, \$985.

The Buick for 1916-Sixes Exclusively

The above is an accurate photographic illustration of the Buick five-passenger, six-cylinder Touring Car, Model D-45. No other motor car at any price insures its owner as great value, dollar for dollar, as the Buick Valve-in-Head Six for nineteen-sixteen.

The Buick Motor Company's product for the 1916 season embraces the best and most complete line of motor cars the Buick company ever marketed—two chassis, six bodies, comprising two roadsters, two touring cars, a coupe and a sedan. These diversified models fully meet the demands of all motoring conditions in all kinds of weather and on all sorts of roads.

Models D-44 and D-45, roadster and touring car, are equipped with the Buick Valve-in-Head, six-cylinder motor, 45 horse power. In these models Buick design reaches its highest development, and Buick construction and motor principle their most complete expression. They are cars that will inspire the utmost pride of ownership. Buick Sixes are the last word in motor cars.

SPECIFICATIONS

BODY—D-45—Five-passenger Touring type; stream line body and hood, with deep cowl and instrument board; extra seats and doors.

FRAME—Reinforced pressed steel, extra heavy, with 3½-inch drop, with exceptionally deep side members.

SPRINGS—Alloy Steel, double heat-treated; front, semi-elliptic; rear, Buick Special floating cantilever, 2½ inches wide and 46 inches long.

FRONT AXLE—Drop forged I-beam section with integral yokes, drop forged tie rods and steering spindles, all double heat-treated. Front wheels fitted with extra large cup and cone ball bearings.

REAR AXLE—Full-floating type with double row ball bearings throughout. In the full-floating type of axle the weight of the car is carried on the housing, the live axle shaft simply transmitting rotation to the rear wheels. The driving pinion and ring gear with which it engages are the spiral type, specially cut, insuring unusually smooth action and reducing friction.

WHEELS—Wood, artillery type, with demountable rims. Extra large hub flanges and twelve heavy spokes.

TIRES—32x4-inch. Non-skid on rear wheels; plain on front.

WHEELBASE—115 inches.

TREAD—56 inches (60 inches if desired).

MOTOR—Three-point suspension unit power plant; six-cylinder, four cycle, Valve-in-Head type. Cylinders, semi-steel; four bearing crank shaft with bronze backed bushings and die cast babbit linings. Exceptionally large bearing surfaces. Valves, tungsten steel; valve mechanism exceptionally quiet. Noiseless ball and adjustable push rods working in ball socketed rocker arms with felt oil retainer. Develops 45 horse power.

COOLING—Water, circulated by gear-driven centrifugal pump bolted to crank case. Nickel plated inlet and outlet water manifolds. Radiator, new style cellular type with large water capacity. Pressed steel fan running on noiseless bearings, flat belt driven from cam shaft pulley; center distances of fan pulleys easily adjusted to take up stretch in belt.

IGNITION—Jump spark; current supplied by improved Delco system, which also furnishes current for electric lights and for the electric cranking device; combination hand and automatic spark advance.

CARBURETOR—Automatic float feed with concentric float, supplied by auxiliary gravity feed vacuum system from 16-gallon gasoline tank suspended from rear end of frame.

LUBRICATION—Self-contained, constant level circulating splash system, with distributing pipe cast integral with crank case; oil circulated by gear pump; special flush sight feed on instrument board.

CLUTCH—Extra large leather-faced aluminum adjustable cone of special design. Expanders under leather to prevent harsh action. Controlled by brake insuring quiet and easy gear shifting.

TRANSMISSION—Sliding gear, selective type, three speeds forward and reverse. Heat-treated nickel steel transmission gears. Clutch gear and sliding gear shaft running on double row annular ball bearings; counter gears running on bronze bearings.

DRIVE—Direct to spiral bevel gears in rear axle; nickel steel, heat-treated propeller shaft fully enclosed, running on annular and double row ball bearings. Differential gears, double heat-treated nickel steel. Universal joint relieves all driving and torsional strain by universal bearing of Buick design on front end of third member.

BRAKES—Emergency, internal expanding; service, external contracting. Very effective and positive, but entirely eliminating dragging and grabbing; anti-rattling; easily adjustable for wear.

STEERING GEAR—Left-hand drive, improved type, with one-piece housing; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing; eighteen-inch corrugated steering wheel with inserted spider; special design horn button located in center of steering wheel.

CONTROL—Friction-retained spark and throttle levers on top of steering wheel. Independent foot accelerator and muffler cut-out. Pedals for starter, service brake and clutch; levers for gear changes and emergency brake conveniently located in center of body. Center control.

FINISH—Handsomely painted. Model D-45—Body and Hood, blue black; Fenders, Skirts and Chassis, black; Wheels, dark green with black stripe. Deep cushions, luxuriously upholstered in genuine black leather over curled hair and deep coil springs. Running, boards and floor boards oil treated, linoleum covered, aluminum bound.

STARTER—The Delco single-unit system of electrical cranking, lighting and ignition as an integral part of the motor, complete with combination high-grade ammeter and switch on instrument board.

STANDARD EQUIPMENT—New style, double-bulb electric headlights, controlled by switch on instrument board. Current supplied by Delco self-generating system in connection with large storage battery. Electric tail lamp. Combination electric instrument board and trouble lamp with extension. All lamps black, nickel trimmed; motor-driven electric horn; high-grade speedometer; robe rail and foot rest on touring car; one extra demountable rim; front and rear license plate hangers; new style adjustable tire carrier in rear on Model D-45; complete set of tools, including jack, pump and tire repair kit; high grade mohair one-man top with new style inside operating side curtains folding under top; dust hood; new style rain vision ventilating windshield. (No allowance will be made for any part of standard equipment omitted by customer's order.)

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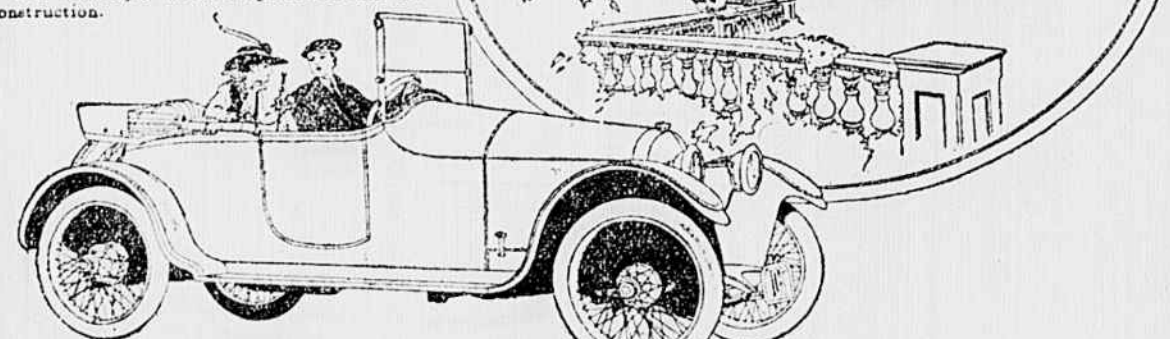
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